



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

Billing Address:

Media Strategies - VA
Attention: Chris Vail
9990 Lee Highway/#210
Fairfax, VA 22030

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
936438-2	08/05/12	August 2012	07/30/12 - 08/05/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Warren/D/Senate	7/27-8/5	11470

Flight Dates	Order #	Alt Order #
07/27/12 - 08/05/12	936438	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	07/30/12	08/05/12	5a Eyeopener	5-6a	11111--	:30	5	\$350.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 11111-- 5 \$350.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WCVB	M	07/30/12	5:28 AM	5a Eyeopener	5-6a	:30	EW12-107	\$350.00	NM
2	WCVB	Tu	07/31/12	5:29 AM	5a Eyeopener	5-6a	:30	EW12-107	\$350.00	NM
3	WCVB	W	08/01/12	5:24 AM	5a Eyeopener	5-6a	:30	EW12-107	\$350.00	NM
4	WCVB	Th	08/02/12	5:39 AM	5a Eyeopener	5-6a	:30	EW12-107	\$350.00	NM
5	WCVB	F	08/03/12	5:28 AM	5a Eyeopener	5-6a	:30	EW12-107	\$350.00	NM
3	07/30/12	08/05/12	6a Eyeopener	558-7a	11111--	:30	5	\$650.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 11111-- 5 \$650.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WCVB	M	07/30/12	6:30 AM	6a Eyeopener	558-7a	:30	EW12-107	\$650.00	NM
2	WCVB	Tu	07/31/12	6:11 AM	6a Eyeopener	558-7a	:30	EW12-107	\$650.00	NM
3	WCVB	W	08/01/12	6:38 AM	6a Eyeopener	558-7a	:30	EW12-107	\$650.00	NM
4	WCVB	Th	08/02/12	6:38 AM	6a Eyeopener	558-7a	:30	EW12-107	\$650.00	NM
5	WCVB	F	08/03/12	6:24 AM	6a Eyeopener	558-7a	:30	EW12-107	\$650.00	NM
5	07/27/12	08/05/12	Good Morning America	658-9a	11111--	:30	5	\$1,200.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 21212-- 8 \$1,200.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WCVB	M	07/30/12	7:29 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
3	WCVB	M	07/30/12	8:59 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
5	WCVB	Tu	07/31/12	8:59 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
6	WCVB	W	08/01/12	7:28 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
7	WCVB	W	08/01/12	8:55 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
8	WCVB	Th	08/02/12	8:38 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
10	WCVB	F	08/03/12	7:28 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
9	WCVB	F	08/03/12	8:00 AM	Good Morning America	658-9a	:30	EW12-107	\$1,200.00	NM
7	08/04/12	08/05/12	Weekend GMA	7-8a	-----11	:30	2	\$600.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>										

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	08/04/12	08/05/12	Weekend GMA	7-8a	-----11	:30	2	\$600.00	NM
07/30/12 08/05/12 -----11 2 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 08/04/12 7:40 AM Weekend GMA 7-8a :30 EW12-107 \$600.00 NM 2 WCVB Su 08/05/12 7:47 AM Weekend GMA 7-8a :30 EW12-107 \$600.00 NM									
9	07/30/12	07/30/12	REGIS AND KELLY DAY 9A-10A		1-----	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 1----- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 07/30/12 9:52 AM REGIS AND KELLY DAY 9A-10A :30 EW12-107 \$300.00 NM									
10	08/01/12	08/01/12	The View	1058-12n	--1----	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 --1---- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB W 08/01/12 10:59 AM The View 1058-12n :30 EW12-107 \$500.00 NM									
12	07/31/12	07/31/12	Midday News	1158a-1230p	-1-----	:30	1	\$250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 -1----- 1 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 07/31/12 12:25 PM Midday News 1158a-1230p :30 EW12-107 \$250.00 NM									
13	08/02/12	08/02/12	Millionaire	1228-1p	---1---	:30	1	\$250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 ---1--- 1 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 08/02/12 12:44 PM Millionaire 1228-1p :30 EW12-107 \$250.00 NM									
14	07/31/12	08/03/12	GENERAL HOSPITAL	ABC SOAPS ROTA	-1--1--	:30	2	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 -1--1-- 2 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 07/31/12 3:59 PM GENERAL HOSPITAL ABC SOAPS ROTA :30 EW12-107 \$600.00 NM 2 WCVB F 08/03/12 3:59 PM GENERAL HOSPITAL ABC SOAPS ROTA :30 EW12-107 \$600.00 NM									
15	07/30/12	08/03/12	ELLEN EF	4P-5P	11111--	:30	5	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 11111-- 5 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 07/30/12 4:30 PM ELLEN EF 4P-5P :30 EW12-107 \$500.00 NM 2 WCVB Tu 07/31/12 4:20 PM ELLEN EF 4P-5P :30 EW12-107 \$500.00 NM 3 WCVB W 08/01/12 4:46 PM ELLEN EF 4P-5P :30 EW12-107 \$500.00 NM 4 WCVB Th 08/02/12 4:36 PM ELLEN EF 4P-5P :30 EW12-107 \$500.00 NM 5 WCVB F 08/03/12 4:30 PM ELLEN EF 4P-5P :30 EW12-107 \$500.00 NM									
17	07/30/12	08/03/12	Newscenter 5 at 5	5-6p	22222--	:30	10	\$650.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 22222-- 10 \$650.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 07/30/12 5:30 PM Newscenter 5 at 5 5-6p :30 EW12-107 \$650.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers



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17	07/30/12	08/03/12	Newscenter 5 at 5	5-6p	22222--	:30	10	\$650.00	NM																																																																																																														
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19	07/30/12	08/03/12	Newscenter 5 at 6	6-630p	11111--	:30	5	\$900.00	NM																																																																																																														
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4	WCVB	Su	08/05/12	6:28 PM	6p News Weekend	6-630p	:30	EW12-107	\$400.00	NM																																																																																																													
22	07/31/12	08/02/12	M-F Inside Edition	658-730p	-1-1---	:30	2	\$750.00	NM																																																																																																														
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>07/30/12</td><td>08/05/12</td><td>-1-1---</td><td>2</td><td>\$750.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WCVB</td><td>Tu</td><td>07/31/12</td><td>6:59 PM</td><td>M-F Inside Edition</td><td>658-730p</td><td>:30</td><td>EW12-107</td><td>\$750.00</td><td>NM</td></tr><tr><td>2</td><td>WCVB</td><td>Th</td><td>08/02/12</td><td>7:22 PM</td><td>M-F Inside Edition</td><td>658-730p</td><td>:30</td><td>EW12-107</td><td>\$750.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/30/12	08/05/12	-1-1---	2	\$750.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	Tu	07/31/12	6:59 PM	M-F Inside Edition	658-730p	:30	EW12-107	\$750.00	NM	2	WCVB	Th	08/02/12	7:22 PM	M-F Inside Edition	658-730p	:30	EW12-107	\$750.00	NM																																																																	
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INVOICE



www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
936438-2	08/05/12	August 2012	07/30/12 - 08/05/12
Advertiser	Product	Estimate Number	
Warren/D/Senate	7/27-8/5	11470	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																		
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27	07/27/12	08/05/12	Nightline	1135p-1206a	11111--	:30	5	\$450.00	NM																																																																		
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Total Spots							65																																																																				

Payment Terms 30 Days

<u>Gross Total</u>	\$47,350.00
<u>Agency Commission</u>	\$7,102.50
<u>Net Amount Due</u>	\$40,247.50